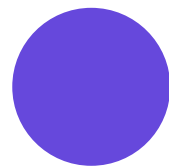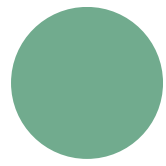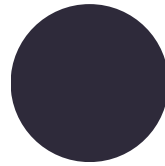# Slide

Digital Color Palette

HEX, RBG

#6648DC
102, 72, 220

#71AB8E
113, 171, 142

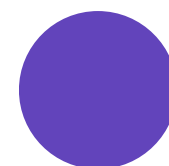#2E2A3A
46, 42, 58

#E8E4FA
232, 228, 250

#D1F1E2
209, 241, 226

#F2F1EC
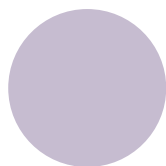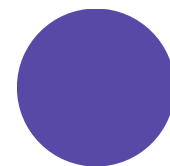242, 241, 236

Print Color Palette

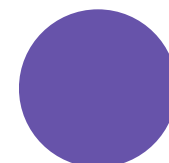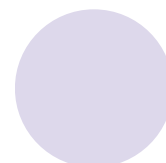Pantone (Coated & Uncoated), HEX

2097 C
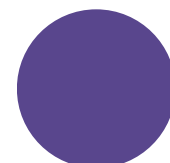#6244BB
(Primary)

665 C
#C6BCD0
(Logo "i")

2103 C
#5949A7
(Shadow under "i")

2098 U
#6753AA
(Primary)

7443 U
#DDD8EB
(Logo "i")

2371 U
#59468D
(Shadow under "i")

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Font

Mulish

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Logo: **Mulish Black**

Header: **Mulish Bold**

Sub-Header: Mulish Semi-Bold

Paragraph: Mulish Regular

Back-up fonts: Myriad Pro, Arial

Grammar

- Headers, non-sentence: Title Case
- Headers, sentence/with period: Sentence case
- Paragraph alignment: Justified
- Use Oxford Comma in list of 3+ items

Who is Slide?

Slide is a **full-stack insurtech** that makes it easy for modern consumers to choose the right coverage for their unique needs and budgets. Slide's cutting-edge technology leverages artificial intelligence and Big Data to hyper-personalize, optimize, and streamline every part of the insurance process.

Logos

Primary Digital Logo - Purple

Primary Pantone Logo

Primary Digital Logo - White